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INVESTIGATING CUSTOMER EXPERIENCE USING MOBILE FOOD DELIVERY APPS: A STUDY OF ITS ANTECEDENTS AND OUTCOMES

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Abstract
Over the last decade, the first industrial revolution has emphasized the importance of technology in a variety of sectors. The rise of smartphone applications has opened a slew of new prospects for businesses, especially in the food delivery industry. Rapid advancement and use of the Internet, consumers' online purchase (e-purchase) behavior (also known as electronic commerce (ecommerce)), Eat Oye is one of the oldest food delivery apps in Pakistan. The purpose of this paper is to assess how the direct relationship between key components of customer loyalty and the continuous usage intention of m-food delivery apps is influenced by CX. A total of 341 respondents were received from the m-food delivery apps. The validated scales were adapted for all constructs. SPSS was used to apply PLS-SEM to analyze the data. Customer Experience with M-Food Delivery Apps, Customer Loyalty, and Continue Usage Intention were used. This study will contribute to the growing literature on CX and will guide restaurant operators and online food delivery suppliers in finding the relevance of customer experience in developing appropriate strategies for the development of M-food delivery apps.

INTRODUCTION

Digitalization and technology have reformulated the market for both producer and buyer. Innovation has changed the purchasing patterns of consumers (Farah *et al.*, 2019) now consumers can buy anything by sitting anywhere using the internet (Kaynak and Harcar, 2001, Lee *et al.*, 2000) and the seller can sell his food without any physical expanse instead an online platform. Mobile phones has become famous channel for ordering the food in consumers (Wu and Wang, 2005). According to a Statista report, in 2021, there will be 7.1 billion mobile users worldwide. Estimates show that this population will rise to 7.26 billion by 2022. Mobile users in the online food delivery market are estimated to reach 83.6 million by 2026. The worldwide mobile user base is estimated to reach 7.49 billion by 2025. According (Statista, 2022) to worldwide money generated by the online meal delivery industry is estimated to reach US$ 339,257m in 2022.Online food delivery worldwide US$ 293,638m in 2021.Pakistan revenue in the online food delivery sector is estimated to reach US$563m in 2022. With the world's growing population, portable electronic devices have become broadly adopted, and with their use, they have become our need. However, online food delivery has been around for a long time.

This study has taken trust, Price-oriented motivation, Effort Expectancy, Convenience, Social Influence, Customer Support as stimuli, which are through Customer experience with m-food delivery apps organism leads to Customer loyalty and Continue usage intention. Quantitative online structured questionnaire will be used to collect data from eligible respondents in different areas of Lahore, Gujranwala and Kasur. Quantitative data will be collected of online food delivery apps users of

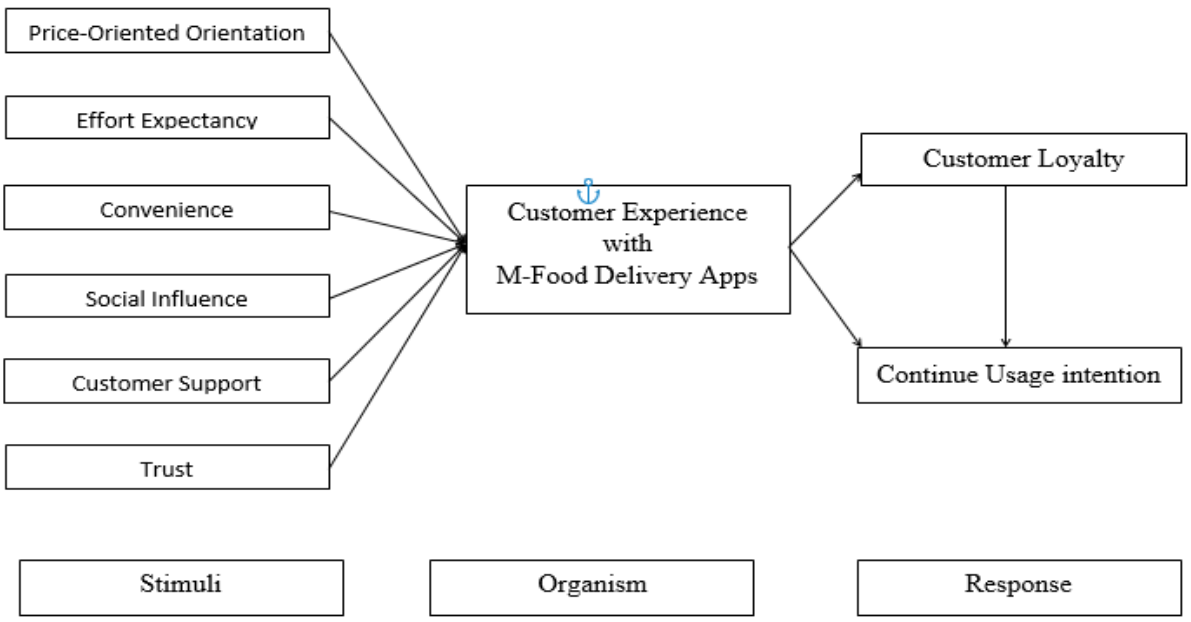
popular online food provider platform in men and women i-e Foodpanda, Cheetay, Careem Now, Uber Eats, Byte.

With the increased opposition in the food service business and the popularity of meal delivery apps, it is beneficial to understand the factors that motivate consumers to use these applications. Therefore, we used the Stimuli Organism Response (SOR) theory to investigating customer experience using mobile food delivery apps; A study of its antecedents and outcomes. The purpose of this study is to gather together existing research on customer experience, to understand its origins and roots, to contextualize it, and to highlight important gaps in our understanding. First, evaluate the direct link between major components of mobile food delivery and customer experience. Second, determine if customer experience influences customer loyalty (CL) and continuous use intention (CUI) of mobile food delivery applications.

Literature review and hypotheses development

Larger part of mobile food delivery applications research center consideration around applying adoption models like Technology-Acceptance-Model (Davis, 1989),Theory of Planned-Behavior (Ajzen, 1991), Theory of Reasoned-Action (Ajzen, 1991). Alike, this document locates the principles of (S-O-R) framework to clarify the theoretical linkage between the various variables in this research. When establishing a successful framework for customer experience, these are regarded as critical factors to consider. However Effort expectancy (Yeo *et al.*, 2021), Price-oriented motivation (David *et al.*, 2021) and customer support (Shahid *et al.*, 2022) recommended by investigators, would improve the positive experience of m-food delivery users.

Figure 2.1 Conceptual Framework



Mobile Food Delivery apps:

The smartphone application industry is exploding, and its significance as an independent market has grown beyond its supporting function (Song *et al.*, 2017). For the expanding middle-class population, food delivery to the house or office has become an important and beneficial alternative (Bagla and Khan, 2017). In recent years, the FDA's market share has increased tremendously, and they are becoming increasingly popular. (Pigatto *et al.*, 2017).

FDAs are location-based mobile apps that allow just-in-time access to information and services based on the user's location (Yoon *et al.*, 2018). With rising competition, businesses confront the onerous burden of ensuring that developers are aware of customer expectations and the variables that drive the deployment of new technologies (Uğur and Turan, 2019). Mobile applications have become an integral component of daily life. The use of mobile applications has stemmed from the development of advanced personalised and interactive applications (Belanche *et al.*, 2020).

The authors also said that technology, particularly mobile applications, plays an important role in the mobile delivery process. In the mobile delivery application, smartphone marketing has risen. Users may utilise delivery apps to search for a business, a menu, or groceries, ordering food as well as making payments (Chotigo and Kadono, 2021).

2.2 Customer experience:

Customer experience has been a popular subject among scholarly scientists as well as industry experts. In 2010, the Marketing Science Institute designated it as a research priority, and several scientific studies on customer experience have been conducted since then. On the other hand, understanding the processes of buying behaviour and the behaviour of the online customer experience, on the other hand, is a major problem for practitioners seeking to compete in the rapidly developing online marketplace. Researchers are becoming increasingly interested in this area.

Previous academics have worked hard to get a better grasp of CX by developing a conceptual framework for recognising and defining this experience-based construct (Islam *et al.*, 2020). Therefore, certain food supplier attributes are likely to influence consumer experience. First, For starters, there are no universally acknowledged guidelines for building food delivery applications. It is crucial to determine the design components that are essential to food delivery applications in order to extract these principles.

Price-Oriented Motivation and mobile food delivery app:

Customers who purchase online prefer to compare objective prices (the price given by the present seller) with reference prices (the price offered by other vendors) and then construct price perceptions (Kim *et al.*, 2012). As a heuristic indicator, price is more visible than quality (Yoon *et al.*, 2014). Online customers may compare costs by visiting several pages or OFD service applications, so the business will consider the most valuable website that can give a reduced price. The Internet encourages price comparison, making it easier for consumers to buy things at a reduced cost (Chiu *et al.*, 2014). When comparing traditional retail versus online shopping, the relative benefit of online shopping is that it may offer both reduced costs and time savings, making online shopping considerably more convenient, as empirical evidence has shown (Al-Debei *etal.*, 2015).

According to a (Ren *et al.*, 2020) that pricing has a positive effect on the intention to utilize OFD services. Customers are looking for price cuts by price discounts, and they are interested with regards to how much cash they can save from these discounts(Aryani *et al.*, 2022).

The following hypothesis is proposed:

H1: The Price-Oriented Motivation on mobile food delivery app for ordering food has a significant positive impact on customer experience.

Effort Expectancy and mobile food delivery app:

Effort expectancy describes the ease of using behavior of technologies, which is a key components in studies on technology acceptance (Venkatesh *et al.*, 2012). EE has a good impact on customers' propensity to continue using mobile apps (Kang, 2014, Fang and Fang, 2016). Because customers become more comfortable with mobile technology after their first adoption, EE will no longer be able to predict their intentions. EE, on the other hand, has been proven to have a large indirect influence on the continued use of technology by influencing other factors like PE and satisfaction. Suggested that a mobile application with a more prominent degree of ease is bound to fabricate merry buyer feeling, this drives consumers to take part in the buying system. Effort expectancy additionally alludes to applications that stimulate customers to continue using the application or website stemming from engaging experience (Kumar *et al.*, 2019). If the customer's experience of effort expectancy is good then he will continue to use the technology. If the customer's

experience of effort expectancy is poor with the service, he may be switch to another service provider. The following hypothesis is proposed:
H2: The effort expectancy in ordering food through mobile delivery app has a significant positive impact on customer experience.

Convenience and mobile food delivery app:
Convenience is defined in terms of consumers' time, effort, and expenses associated with purchasing. Several studies have highlighted shopping convenience as one of the most important variables influencing customers' willingness to adopt online purchasing (Beauchamp and Ponder, 2010). Customers' attitudes regarding e-commerce platforms can be influenced by the trust, convenience, and enjoyment components of the online customers' shopping experience psychological dimension. Customers are more likely to be favorable towards an e-commerce platform if they have great faith in its legitimacy and reliability to deliver the promised value (Klaus and Maklan, 2013). Customers find their relationships with e-commerce platforms less secure (Klaus, 2013) and Customers are becoming more happy with the platform's methods because they assure high levels of privacy and confidentiality for customers(Pandey and Chawla, 2018).
Convenience is the ability to utilise something without trouble-free (Ray *et al.*, 2019).
(Shahid *et al.*, 2022) To reflect, he developed the concept of 'convenience' "One person spends time and effort looking at services and products". (Emam and Wageh Mahmoud, 2022). Customers may employ current, easy, and secure electronic technologies. Consumers will choose to buy food online rather than in stores since it allows them to place orders and get meals at any time and from any location. Effective value includes reasonable attitudes such as worth for money, convenience, and time savings (Anshu *et al.*, 2022).
The following hypothesis is proposed:
H3: The convenience in ordering food through mobile food delivery app has a significant positive impact on customer experience.

Social influence and mobile food delivery app:
The well-defined social influence as "The transmission of information from one client to another in such a way that it has the ability to alter their behavior, preferences and interactions with one another". It claims that simply increasing social influence would improve customer experience. Furthermore, SI not only decides users' desire to continue using mobile technology, but it also indirectly formulates users' intention to continue using mobile technology by influencing their satisfaction (Hsiao *et al.*, 2016). In terms of customers utilising mobile food delivery applications, social influence has been one of the most significant factors to consider. Customers may be affected mostly by others (friends, family, leaders, relatives, colleagues) whose ideas, thoughts, and attitudes are significant to them since MFOAs are new technology in Pakistan(Alalwan *et al.*, 2017, Okumus *et al.*, 2018).
According to (Verkijika, 2018), social influence has a role in forecasting client desire to utilise mobile commerce applications. (Okumus *et al.*, 2018) discovered that social influence has a role in determining US customers' inclination to use mobile diet applications when it comes to MFOAs. (Yapp *et al.*, 2018) said that peers or friends within a social circle might affect a person's decision to employ a new system.
The following hypothesis is proposed:
H4: The social influence in using mobile food delivery app for ordering food has a significant positive impact on customer experience.

Customer Support:
(Song and Zinkhan, 2008) It says that using communication over the internet may provide clients with a far better experience. Due to a lack of connection with service providers, services decreased through internet already existed channels considered as a ignored experience (McLean and Wilson, 2016). In offline settings, On a daily basis, the experience of service control happens; in the internet world, customers are obligated in order to better serve oneself (McLean and Wilson, 2016). Because the accessibility of information via applications and Websites deviate from the conventional information-scanning procedure and access by users, technological advancement has given rise to live chat, assistance desks available online, and human service consultants to suit consumers' demands (Turel and Connelly, 2013).

The following hypothesis is proposed
H5: The customer support available at mobile food delivery app has a significant positive impact on customer experience.

Trust and mobile food delivery app:
Trust is described as a condition of individual trust in one's intentions, and one's future actions will be guided by suitable behaviour of integrity and competence (Gefen, 2000, Grazioli and Jarvenpaa, 2000). A person's trust is his or her conviction that the other party will meet his or her needs in the future(Flavian *et al.*, 2005).
According to this study, which focuses on users' intentions to continue using FDAs during the COVID-19 pandemic, trustworthiness can considerably shape users' mental expectations to think that FDAs can provide dependable service.(Cho *et al.*, 2019), this suggests that users felt a higher level of trustworthiness from FDAs and a greater propensity to continue using them. Trust is widely recognised as an important component of human social relationships(Liu *et al.*, 2019) and trust is an important component that influences customer behavior(Nguyen and Pervan, 2020). According to research, trust is a process that is difficult to build and easy to lose. It's important to build trust in the online world (Geebren *et al.*, 2021).
The following hypothesis is proposed:
H6: The trust on mobile food delivery app for ordering food has a significant positive impact on customer experience.

Customer loyalty as a CX outcome:
It is well known that the customer experience extends beyond particular channel features to include consumer reactions to brand or corporate interactions (Verhoef *et al.*, 2009). Notable that customer loyalty design comprised of behavioral dimensions of customer loyalty. Actof purchase, attitudinal degrees of customer loyalty (attitude an customer satisfaction, customer trust, and customer commitment).(Wijaithammarit and Taechamaneestit, 2012). Recently, some academics have explored the influence of CX on physical and online retail consumer loyalty e.g. (Bleier *et al.*, 2019, Pekovic and Rolland, 2020).

2.9.1 Linking customer experience to Customer loyalty
With severe competition in the food service industry globally, improving client loyalty is an imperative requirement for restaurants. Customer loyalty is seen as an important CX result (Pekovic and Rolland, 2020, Srivastava and Kaul, 2016). As a result, some firms are increasingly focusing on increasing customer loyalty by offering a consistent experience to their consumers (Srivastava and Kaul, 2016).
According to (Becker and Jaakkola, 2020), consumers are loyal because of their interactions with service providers at many touch points. In the past, researchers (Klaus and Maklan, 2013, Pekovic and Rolland, 2020) revealed that experiences have a stronger ability to impact individuals' future behaviours, resulting in loyal consumers.
H7: The customer experience in using mobile food delivery app for ordering food has a significant positive impact on customer loyalty.

Continue usage intention as a CX outcome:
Customer experience typically emphasizes the extent to which consumers are involved, depending on their previous favorable chance meeting (Luo *et al.*, 2011), and as a result of the user's continuous interactions (Chang and Fan, 2017).As continuous utilization expands users experience with the program/programming, it constructs a really persuading on the online customer experience.(Bianchi and Andrews, 2012). In marketing research, use intention provides a reasonable analogy for actual usage activities (Rose *et al.*, 2012), and is related to customer loyalty (Ladhari and Leclerc, 2013).
According to (Malhotra *et al.*, 2017), one technique to analyze the performance of e-commerce is to ensure that online consumers continue to use a given portal and conduct transactions from it without moving to another supplier. In particular, reuse intention in an online context implies that people will utilise online platforms again (Malhotra *et al.*, 2017).
Online food delivery apps are centered on online purchasing, which provides several benefits to consumers. The more benefits consumers anticipate from using online food delivery apps, the more likely they are to use online food delivery apps. Therefore,

customers may want to try these applications, and the need for online meal delivery apps is increasing significantly.

H8: The customer experience in using mobile food delivery app for ordering food has a significant positive impact on continue usage intention.

H9: The customer loyalty towards mobile food delivery app for ordering food has a significant positive impact on continue usage intention.

Methods

Out of 341 participants, there were 147 men and 194 female from Pakistan. In terms of marital status, 79.2% of Pakistani respondents were single, 20.8% are married. This research study was conducted using quantitative data collection methods and is based on a positivism research paradigm. This study followed a cross-sectional study to examine the customer experience in using mobile food delivery applications: A study of its antecedents and outcomes. Due to little empirical research directly connected to customer experience in an online environment. The convenience sampling strategy was used to acquire data. Using 5-point Likert scales, an online questionnaire was created by adapting several measurements to test the model's relationships. The sample size of current study was 360 from Pakistan. To analyse and interpret the data, the Statistical Package for Social Sciences (SPSS) and partial-least-square structural equational (PLS-SEM) modelling were use

Results

According to the results of the Reliability Test, the entire variable (Convenience, Trust, Social Influence, Customer Support, Price-Oriented Motivation, Effort Expectancy, Consumer Service Experience, Customer Loyalty, and Continue Usage Intention to use online mobile food delivery apps) is confident.

To analyse and interpret the data, the Statistical Package for Social Sciences (SPSS) and partial-least-square structural equational (PLS-SEM) modelling were use. In the PLS-SEM analysis, there were two models utilised: First,

Measurement model, Second Structural model. This two-step technique was recommended by (Hair *et al.* 1998). The validity and reliability of

reflecting constructs, as well as the validity of formative constructs, were first investigated using methodologies such as composite reliability and average variance extraction. The reliability of each construct, as well as the Cronbach alpha value, was investigated. The variance explanation of dependent variables, effect size (f2), and predictive relevance are all measured by the inner model assessments (Q2).

Reliability and Validity

Convergent and discriminant validity were used to ascertain validity, whereas Cronbach's alpha and composite reliability should be used to assess reliability.

Table No 4.2 Constructs Reliability and Validity

Constructs Reliability and Validity	Cronbach's Alpha	Composite Reliability	Average Varian Extracted
Convenience	0.774	0.846	0.526
Trust	0.796	0.868	0.626
Social Influence	0.740	0.849	0.654
Customer Support	0.540	0.764	0.520
Price Oriented Motivation	0.680	0.825	0.612
Effort Expectancy	0.731	0.831	0.551
Customer Service Experienc	0.822	0.871	0.533
Customer Loyalty	0.694	0.828	0.618
Continue Usage Intention	0.813	0.915	0.843

Discriminant Validity

The empirical term for the degree to which the constructs differed was discriminant validity. It also assesses how much the overlapping constructs differ (Hair Jr *et al.*, 2021a). Discriminant validity shows that concept measurements should not be substantially associated and should not appear to be considerably interconnected with one another. A cross loading of the indicator, the Fornell and Larcker criterion, and the Heterotrait-Monotrait ratio (HTMT) can be used to test discrimination validity.

Heterotrait-Monotrait Ratio (HTMT)

A number of publications (Kline, 2011) have advocated a threshold score of 0.85. Gold *et al.* (2001) disagreed and proposed a value of 0.90.

Table No, 4 .4 Discriminant Validity (HTMT)

Heterotrait - Monotrait Ratio (HTMT)									
	CUI	C	CL	CSE	CS	EE	POM	SI	T
CUI									
C	0.484								
CL	0.668	0.444							
CSE	0.653	0.647	0.667						
CS	0.865	0.717	0.740	0.832					
EE	0.660	0.664	0.543	0.911	0.702				
POM	0.503	0.361	0.639	0.682	0.738	0.553			
SI	0.519	0.483	0.666	0.522	0.800	0.471	0.540		
T	0.578	0.539	0.602	0.487	0.678	0.518	0.430	0.668	

Fornell-Lacker criterion

This approach analyses the extracted correlation between latent constructs and the square root of the average variance (AVE) (Hair Jr et al., 2021a). According to Table 4.2, the CR for all buildings is more than 0.70, and the AVE values range from 0.67 to 0.839.

Table No, 4 .5 Discriminant Validity (Fornall-Larcker)

Fornell-Larcker Criterion									
	CUI	C	CL	CSE	CS	EE	POM	SI	T
CUI	0.918								
C	0.401	0.725							
CL	0.505	0.346	0.786						
CSE	0.535	0.538	0.522	0.730					
CS	0.595	0.469	0.463	0.562	0.721				
EE	0.506	0.511	0.410	0.720	0.453	0.742			

POM	0.373	0.268	0.434	0.510	0.449	0.407	0.783		
SI	0.427	0.392	0.476	0.424	0.518	0.365	0.384	0.808	
T	0.464	0.412	0.437	0.407	0.441	0.392	0.314	0.503	0.791

Structural Modeling (Inner Model Assessment)
In order to determine the worth of structural models, an approach for evaluating structural models based on the five elements of operations was presented. Structural model for collinearity difficulties, Path's efficiency, R2 level.Effect f2.Evaluate the prediction value Q2.

4.4.1 Testing Model Fit
To test model fit, we employ three model fitting metrics. We investigate the Standardized Root Mean Square Residual (SRMR).
We must examine the Normed Fit Index (NFI).
Exact model fit (.bootstrapped based statistical inference.).
The SRMR is defined as the difference between the observed matrix and the model, with values less than 0.08 regarded to be in excellent agreement (Hu and Bentler, 1998). The Normed Fit Index is calculated as one minus the suggested model's Chi-square value divided by the null model's Chi-square value. Values of the Normed Fit, Index greater than 0.9 frequently indicate a valid match. The third fit number is exact model fit, which evaluates the statistical (bootstrap-based) inference of the gap between the actual and predicted covariance matrices.
The values of d_ ULS and d_G are less than the 95 percent bootstrapped quantile, according to (Henseler et al., 2016).

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The VIF values of 3.3 or higher suggest the probability of collinearity (Diamantopoulos and Siguaw, 2006). A common value of bothersome multi-collinearity may emerge when the Variance Inflation Factor (VIF) coefficient is greater than 4.0. When tolerance is less than 0.25, VIF, which is the inverse.
R2 ranges from 0 to 1, with higher values indicating better prediction precision. PLS R2 values are interpreted in the same way as those produced from multiple regression analysis. The R-square indicates how many changes in the dependent variable counterpart are explained by the independent variable and model (Chin, 1998b).
According to the rule of thumb, values of (R2 = 0.25) suggest poor predictive accuracy, (R2 = 0.50) implies average, and (R2 = 0) indicates no impact.

4.4.4 Effect Size f2
The f2 impact size is used to assess if external constructions have any influence on dependent constructions. R2 measures how strongly one independent construct contributes to causing and explaining a certain dependent construct. It is crucial to evaluate the examined path's significance and how much it alters the explanatory power of the dependent construct (Cohen, 2013). The route coefficient is meaningless since it cannot predict the result or magnitude of the independent latent variables on the dependent construct. Figure 4.1 show f2 values

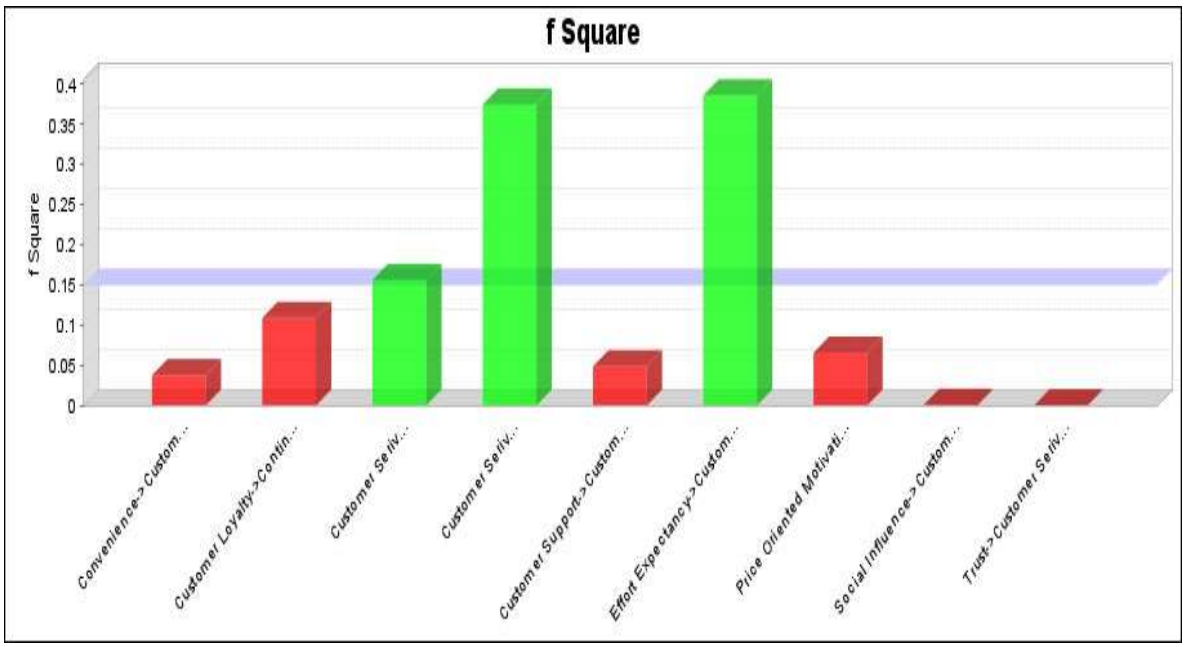


Figure 4.1: f^2

To determine the model's predictive power, we assess the predictive relevance (Q2) of the model. The study model's predictive relevance might be evaluated using the Stone Geisser nonparametric test. Significance (Chin, 1998a, Cha, 1994, Geisser, 1975). The cross verified redundancy's variable value was used to get the estimated findings.

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4.5 Hypothesis testing

Table No, 4.9 Path Coefficients (PLS-SEM)

Hypothesis Testing-Bootstrap								
	Relationship	Sample Mean	STDEV	t-value	p-value	Confidence Interva		Decision
H1	POM -> CSE	0.177	0.049	3.778	0.000	0. 087	0.277	Significant
H2	EE -> CSE	0.478	0.056	8.569	0.000	0.370	0.573	Significant
H3	C -> CSE	0.151	0.056	0.2.658	0. 008	0.044	0.263	Significant
H4	SI -> CSE	0. 021	0. 045	0.533	0.594	-0. 061	0.108	Not Significant
H5	CS -> CSE	0.183	0.056	3.190	0.002	0.069	0.291	Significant
H6	T -> CSE	0. 016	0.051	0.227	0.820	-0.091	0.118	Not Significant
H7	CSE -> CL	0.526	0.046	11.421	0.000	0.428	0.609	Significant
H8	CSE -> CUI	0.376	0. 070	5.302	0.000	0.225	0.507	Significant

H9	CL -> CUI	0.310	0.069	4.492	0. 000	0.166	0.441	Significant

P≤ 0.05

Table 4.9 provides the results of the hypothesis test based on the model and the data generated for it. The standard beta, standard errors, T-statistics, and P values were calculated using the Smart PLS.For standard error computation and P-values, the external analysis model "PLS-Bootstrapping" was adopted for all pathways. We produced a path coefficient eta using Beta and used standard deviation to get the standard error associated with this path coefficient. The standard error estimate is a measurement of the standard deviations in the distribution of predicted route coefficients in a sample size of randomly picked random samples.

To test for the 0.05 Beta > 0 means level, we compute the route coefficient's two-tailed P value (i.e., 1-95 percent). In general, this number may suggest that Beta is part of a distribution with a zero mean and one standard deviation. The hypothesis is accepted if P >0.05, otherwise it is rejected.

Because the p-values of H1, H2, H3, H5, H7, H8, and H9 were less than 0.05, these hypotheses were accepted. H4 and H6 were all excluded due to p-values greater than 0.0

DISCUSSION

The purpose of this research was to determine the investigating customer experience in using mobile food delivery apps: A study of its antecedents and outcomes. Also to understand the linkage of customer experience with other constructs. In this study, we adopt Lahore, Kasur, and Gujranwala Pakistan is a developing nation. Based on the exploration of online food orders, it can be determined that customer experience is becoming more popular in an online environment. It is highly accepted by both marketers and consumers. Our research reveals that Price-Oriented Motivation has impact on CX while using mobile food delivery apps, which support H1. In this study, Price-Oriented Motivation has 3 items. It was discovered that the perspectives and opinions of others tend to be more significant among Pakistani consumers who seek to relate their personal decisions to those of others. Mobile food delivery app users are not just technology users, but also members of social groups, the experiences of their friends or family members affect their experience (Cialdini and Goldstein, 2004). Effort expectancy is significantly impact on CX while, which does support H2. The effect of effort expectancy does have a substantial effect on customer loyalty and continued usage intention since most mobile food delivery app users have gained enough experience from past usage of the applications. . In this study, effort expectancy have 5 items, EE1 outer loading below 0.60 so remove this item.

The study findings also provide strong evidence to support H3 by confirming the causal relationship between convenience and mobile food ordering experience. This suggests that convenience influences CX for mobile food order. Because mobile food ordering are available 24 hours a day, customer may use them from the comfort of their own homes (Jebarajakirthy and Shankar, 2021). Mobile food delivery applications have allured users as they provide a comfort zone. In this study, convenience has 5 items.

Our research reveals that social influence has a poor impact on CX while using mobile food delivery apps, which does not support H4. It was discovered that the perspectives and opinions of others tend to be more not significant among Pakistani consumers who seek to relate their personal decisions with those of others. H5 (a positive impact of customer support on CX) is accepted. The study's findings demonstrated that H6, Specifically, trust has not significant role in determining consumer experiences when using mobile food delivery applications. Restaurants must create customer trust by offering a highly secure environment for utilising mobile food delivery applications.

Finally, customer happiness was discovered to have a considerable influence on customer loyalty (H7) and consumer desire to continue usage intention (H8). Continuously providing compelling CX helps to establish client loyalty in the mobile food ordering environment (Bilgihan, 2016). Finally, customer loyalty is transferred into customers' continued usage intention (Dick and Basu, 1994; Kim *et al.*, 2016), accepting H9.

Conclusion

Our aims were met with this investigation. Based on the result, convenience, Trust, Social Influence, Customer Support, Price-Oriented Motivation, Effort Expectancy

are factors that may be considered when using the mobile food delivery applications to investigate the customer experience towards customer loyalty and continue usage intention. However, there are all factors that have a positive impact on consumer service experience rather than Trust, Social Influence in using mobile food delivery applications. Thus, the hypothesis H1, H2, H3, H5, H7, H8, and H9 are accepted, while the hypothesis H4 and H6 are rejected. These results has shown a clearer understanding of the consumer service experience in using mobile food delivery apps and also the linkage to customer loyalty and continue usage intention.

5.2 Limitation and future research direction

This research study has certain limitations that allow for more investigation in the future. Because it is confined to Southeast Asian countries, the study may change between countries owing to differences in culture, technological progress, lifestyle, and other factors. Our focus is on mobile food delivery application users in Pakistan, a developing country; future researchers can investigate if our findings can be applied to other countries or more mature and technology-driven areas. A comparison of developing and developed countries might provide substantial results as well. Our respondents were voluntary online food order consumers who are young and educated users who frequently use mobile food delivery applications; their usage experience may differ from that of other older or comparatively younger populations, providing space for further study. Many other factors, such as satisfaction, service quality, usability, innovation, and product experience, are not covered in the study, which offers up prospective research directions for future researcher.

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